

REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT19/12 18.39
CHANGES ** WFTV-TV ***

REP. # _____ OFF. # 6556 SALESMAN # _____

BUYER NAME MEDIA PLACEMENT

SALES PRSN WA- JOE KNAUER

	CLASS: NATL.	LOCAL	REGIONAL
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CLASS: NATL.

LOCAL

REGIONAL

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DATE OCT19/12 18.39

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CON CM

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = 321 AGENCY PRODUCT CODE = 340 AGENCY EST# = 1790												
2	S		1210A-105A	60		\$1,500.00	11/2	11/2	0		FRI	0
PROGRAM : J KIMMEL-ABC< CON COM1 : J KIMMEL-ABC<												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
18	A		1205A-105A	60		\$1,500.00	11/1	11/1	1		THU	1
PROGRAM : KIMMEL ORD COM1: KIMMEL LATE FRI DUE HS SPORTS THIS IS A MAKE-GOOD FOR NOV2 ON LINE-2 FOR 1 SPOT/WK STATION MAKEGOOD OFFERS: M1 OK'D BUY#2 MISSED:FRI/1210A-105A NOV2 60S \$1,500.00 (OCT19/12) OFFER:THU/1205A-105A NOV1 60S \$1,500.00 PLS ADVISE. CMT:KIMMEL LATE FRI DUE HS SPORTS												
NOV/12 80700.00												CONTRACT TOTAL 80700.00
												TOTAL SPOTS 18

MARKET TOTALS \$237,352 WFTV 34% WKMG 18% WESH 21% WOFL 15% WKCF 2% WRBW 5% CABL 0%
WOPX 0% WRDQ 5% EFTV 0%

SHARES ESTIMATED

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE